

## **Special Promotional Programs**



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# Special Promotional Programs



## Fund Description

Special promotional programs are intended to advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace. The Department supports programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue, as well as develops, maintains, and enhances visitor-related facilities, and supports the City's cultural amenities and natural attractions.



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# Special Promotional Programs

## Department Summary

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Positions (Budgeted)	0.00	0.00	0.00	0.00
Personnel Expenditures	\$ -	\$ -	\$ -	\$ -
Non-Personnel Expenditures	58,854,341	66,676,043	71,674,829	4,998,786
<b>Total Department Expenditures</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 71,674,829</b>	<b>\$ 4,998,786</b>
<b>Total Department Revenue</b>	<b>\$ 66,146,335</b>	<b>\$ 67,988,329</b>	<b>\$ 73,149,016</b>	<b>\$ 5,160,687</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Arts, Culture, & Community Festivals	\$ 5,940,385	\$ 6,420,000	\$ 6,434,500	\$ 14,500
Capital Improvements	16,239,063	-	-	-
Discretionary Funding	12,381,489	13,377,666	14,395,303	1,017,637
Economic Development Programs	1,674,284	1,806,450	1,805,000	(1,450)
Safety & Maint - Visitor Related Facilities	12,457,687	45,071,927	49,040,026	3,968,099
TOT Admin. & Promotional Activities	10,161,434	-	-	-
<b>Total</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 71,674,829</b>	<b>\$ 4,998,786</b>

### Significant Budget Adjustments

	FTE	Expenditures	Revenue
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b> Support to reimburse the General Fund for expenditures associated with the safety and maintenance of visitor-related facilities.	0.00	\$ 5,663,390	\$ -
<b>City Council Discretionary Funding</b> Adjustment of the one-cent TOT City Council Discretionary transfer allocation to the General Fund.	0.00	1,017,637	-
<b>Citywide Economic Development Programs</b> Adjustment to funding for Citywide Economic Development programs.	0.00	(1,450)	-
<b>Support to Other Funds</b> Adjustment to the annual allocation to support debt service payments and operating costs for Mission Bay/Balboa Park Improvements, Convention Center, QUALCOMM Stadium, PETCO Park, and the Trolley Extension Reserve.	0.00	(1,680,791)	-
<b>Revised Revenue</b> Adjustment to reflect Fiscal Year 2013 revenue projections.	0.00	-	5,160,687
<b>Total</b>	<b>0.00</b>	<b>\$ 4,998,786</b>	<b>\$ 5,160,687</b>

### Expenditures by Category

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
<b>NON-PERSONNEL</b>				
Contracts	\$ 17,812,449	\$ 8,226,450	\$ 28,920,810	\$ 20,694,360
Information Technology	104	-	-	-

# Special Promotional Programs

## Expenditures by Category (Cont'd)

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Transfers Out	41,041,789	58,449,593	42,754,019	(15,695,574)
<b>NON-PERSONNEL SUBTOTAL</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 71,674,829</b>	<b>\$ 4,998,786</b>
<b>Total</b>	<b>\$ 58,854,341</b>	<b>\$ 66,676,043</b>	<b>\$ 71,674,829</b>	<b>\$ 4,998,786</b>

## Revenues by Category

	FY2011 Actual	FY2012 Budget	FY2013 Proposed	FY2012-2013 Change
Transient Occupancy Tax	\$ 66,146,335	\$ 67,988,329	\$ 73,149,016	\$ 5,160,687
<b>Total</b>	<b>\$ 66,146,335</b>	<b>\$ 67,988,329</b>	<b>\$ 73,149,016</b>	<b>\$ 5,160,687</b>

# Special Promotional Programs

## Special Promotions

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Proposed
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>			
<b>Creative Communities San Diego</b>			
Adams Avenue Business Association	\$ 18,643	\$ —	\$ —
America's Finest City Dixieland Jazz Society	20,537	—	—
Asian Story Theater	4,724	5,729	—
Bon Temps Social Club of San Diego	20,537	24,961	—
Cabrillo Festival, Inc.	2,521	3,060	—
Centre City Development Corporation	—	5,178	—
College Area Economic Development Corporation	7,298	8,995	—
Hillcrest Business Improvement Association	10,659	13,858	—
Italian American Art and Culture	6,649	10,403	—
Jacobs Center for Neighborhood Innovation	14,875	18,042	—
Justice Overcoming Boundaries	13,226	—	—
Kalusugan Community Services	9,447	14,323	—
Kiwanis Club of Tierrasanta	2,390	—	—
Linda Vista Multi-Cultural Fair and Parade	6,181	6,063	—
Little Italy Association	18,787	23,600	—
Media Heritage, Inc./Filmout San Diego	—	9,179	—
North Park Organization of Businesses	6,080	7,956	—
NTC Foundation	5,224	6,334	—
Nu-Way BHILD	4,297	6,595	—
Ocean Beach Merchants Association	13,787	17,028	—
Pacific Beach Community Development Corporation	11,809	13,034	—
Pacific Southwest Wildlife Arts, Inc.	8,833	9,329	—
PASACAT	—	3,724	—
Point Loma Association	7,127	—	—
Point Loma Foundation	—	9,608	—
Rancho de los Penasquitos Town Council	4,038	5,005	—
Rolando Community Council	3,099	5,644	—
Salvation Army/Joan B. Kroc Center	15,793	15,244	—
San Diego Afterschool Strings Program/Gompers After School Strings Program	4,742	5,729	—
San Diego Armed Services YMCA	20,537	24,961	—
San Diego Asian Film Foundation	20,537	—	—
San Diego Audubon Society	15,351	20,052	—
San Diego Chinese Center	6,377	—	—
San Diego City College Foundation	8,051	6,510	—
San Diego Earth Day	17,331	21,878	—
San Diego Film Foundation	20,537	24,961	—
San Diego Shakespeare Society	4,575	5,967	—
Torrey Pines Kiwanis Foundation	—	24,348	—
Transcendance	5,046	6,120	—
Villa Musica	4,088	—	—
<b>Creative Communities San Diego Subtotal</b>	<b>\$ 363,733</b>	<b>\$ 383,418</b>	<b>\$ 383,418 <sup>†</sup></b>
<b>Organizational Support</b>			
Aja Project	\$ 21,316	\$ 19,976	\$ —
Art of Elan	—	3,258	—
Athenaeum Music and Arts Library	86,818	84,812	—
California Ballet Association	81,942	66,195	—

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Proposed
Camarada	7,336	7,598	—
Center for World Music	13,366	—	—
Chronos Theatre Group	597	—	—
City Ballet, Inc.	—	44,750	—
Classics for Kids	25,118	22,593	—
Common Ground Theatre	6,444	4,883	—
Cygnnet Theater	94,786	101,461	—
Diversionary Theatre	40,525	41,524	—
Eveoke Dance Theatre	29,345	22,780	—
Fern Street Community Arts, Inc.	16,570	11,960	—
Gaslamp Quarter Historical Foundation	19,918	—	—
Japanese Friendship Garden Society, San Diego	50,098	50,114	—
La Jolla Historical Society	9,061	21,433	—
La Jolla Music Society	165,307	170,718	—
La Jolla Playhouse	364,704	360,839	—
La Jolla Symphony and Chorus	28,050	30,017	—
Lyric Opera San Diego	102,512	76,156	—
Mainly Mozart Festival, Inc.	87,797	83,622	—
Malashock Dance and Company	43,241	34,021	—
Maritime Museum Association of San Diego	221,393	193,213	—
Media Arts San Diego	49,721	57,052	—
Mingei International Museum	181,113	135,455	—
Mo'olelo Performing Arts Company	16,687	17,292	—
Museum of Contemporary Arts, San Diego	338,351	259,234	—
Museum of Photographic Arts	109,449	99,920	—
New Children's Museum	126,528	151,833	—
Old Globe Theatre	387,456	394,382	—
Patricia Rincon Dance Collective	18,376	18,409	—
Persian Cultural Center	24,659	22,540	—
Playwrights Project	31,613	29,424	—
Prophet World Beat Productions	21,993	26,342	—
Putnam Foundation	—	53,984	—
Reuben H. Fleet Science Center	258,849	235,956	—
Samahan Filipino American Performing Arts and Education Center	6,932	5,362	—
San Diego Air and Space Museum, Inc.	225,156	252,647	—
San Diego Archaeological Center	26,167	30,211	—
San Diego Art Institute	38,807	42,293	—
San Diego Asian Film Foundation	—	47,294	—
San Diego Automotive Museum	44,541	39,614	—
San Diego Ballet	32,426	31,717	—
San Diego Center for Jewish Culture	101,390	96,035	—
San Diego Chamber Orchestra	77,368	61,511	—
San Diego Children's Choir	22,692	23,171	—
San Diego Chinese Historical Society and Museum	13,983	15,022	—
San Diego Civic Youth Ballet	14,365	22,260	—
San Diego Dance Theater	26,143	28,387	—
San Diego Early Music Society	9,266	9,452	—
San Diego Gay Men's Chorus	12,555	19,873	—
San Diego Guild of Puppetry	6,924	7,284	—
San Diego Historical Society	45,703	92,800	—



# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Proposed
San Diego Junior Theatre	78,507	79,614	—
San Diego Master Chorale	14,857	14,556	—
San Diego Model Railroad Museum, Inc.	44,781	40,450	—
San Diego Museum Council	8,484	8,520	—
San Diego Museum of Art	269,935	244,056	—
San Diego Museum of Man	100,000	105,949	—
San Diego Opera Association	354,622	387,863	—
San Diego Repertory Theatre	123,851	138,985	—
San Diego Society of Natural History	340,086	324,837	—
San Diego Symphony Orchestra Association, Inc.	475,485	391,934	—
San Diego Watercolor Society	19,878	22,904	—
San Diego Writers Ink	4,031	7,044	—
San Diego Young Artists Music Academy, Inc.	9,436	11,439	—
San Diego Young Artists Symphony Orchestra	10,518	11,776	—
San Diego Youth Symphony and Conservatory	55,320	56,770	—
Save Our Heritage Organisation	51,550	59,791	—
Scripps Ranch Theatre	5,130	10,227	—
Spreckels Organ Society	14,754	16,104	—
Sushi Visual and Performing Arts, Inc.	15,282	13,529	—
Veteran's Memorial Center	21,774	21,782	—
Villa Musica	—	9,145	—
Westwind Brass	10,729	8,269	—
Women's History Museum and Educational Center	8,055	8,184	—
Young Audiences of San Diego	45,852	44,175	—
<b>Organizational Support Subtotal</b>	<b>\$ 5,868,369</b>	<b>\$ 5,816,582</b>	<b>\$ 5,816,582 <sup>1</sup></b>
<b>Other</b>			
Commission for Arts and Culture Department	\$ 845,807	\$ 871,683	\$ 941,308 <sup>2</sup>
Mayor/City Council Allocations	208,990	220,000	234,500
Public Art Fund	20,000	—	—
<b>Other Subtotal</b>	<b>\$ 1,074,797</b>	<b>\$ 1,091,683</b>	<b>\$ 1,175,808</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>	<b>\$ 7,306,899</b>	<b>\$ 7,291,683</b>	<b>\$ 7,375,808</b>
<b>CAPITAL IMPROVEMENTS</b>			
<b>Capital Improvements</b>			
Convention Center Complex	\$ 8,750,000	\$ 9,200,688	\$ 9,230,000
Mission Bay Park/Balboa Park Improvements	4,716,201	1,093,319	1,600,000
QUALCOMM Stadium	2,040,862	4,797,262	4,752,882
Trolley Extension Reserve	732,000	925,000	278,716
<b>Capital Improvements Subtotal</b>	<b>\$ 16,239,063</b>	<b>\$ 16,016,269</b>	<b>\$ 15,861,598</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>	<b>\$ 16,239,063</b>	<b>\$ 16,016,269</b>	<b>\$ 15,861,598</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>			
<b>Citywide Economic Development</b>			
CleanTECH San Diego	\$ —	\$ 25,000	\$ 30,000
CommNexus San Diego	—	—	25,000
Horton Plaza Theatre Foundation	385,000	385,000	435,000
Mission Trails Regional Park Foundation, Inc.	—	36,450	40,000
San Diego Regional Economic Development Corporation	45,150	25,000	40,000
Unidentified CED Funding	—	100,000	—
<b>Citywide Economic Development Subtotal</b>	<b>\$ 430,150</b>	<b>\$ 571,450</b>	<b>\$ 570,000</b>

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Proposed
<b>Economic Development and Tourism Support</b>			
Adams Avenue Business Association	\$ —	\$ 24,188	\$ —
Asian Business Association	40,252	33,300	—
BID Council	—	25,000	—
Citizen Diplomacy Council of San Diego	48,600	48,060	—
City Heights Community Development Corporation	48,600	48,060	—
Greater Golden Hill CDC	—	42,660	—
Hostelling International-American Youth Hostels	48,600	54,000	—
International Rescue Committee	26,887	—	—
Japan Society of San Diego and Tijuana	35,100	42,660	—
Old Town San Diego Chamber of Commerce	28,800	28,480	—
Otay Mesa Chamber of Commerce	54,000	48,060	—
San Diego Convention & Visitors Bureau	46,800	23,292	—
San Diego East Visitors Bureau	51,661	20,180	—
South County Economic Development Council	43,200	48,060	—
Travelers Aid Society of San Diego	54,000	54,000	—
<b>Economic Development and Tourism Support Subtotal</b>	<b>\$ 526,500</b>	<b>\$ 540,000</b>	<b>\$ 540,000<sup>3</sup></b>
<b>Other</b>			
Business Expansion, Attraction, and Retention (BEAR)	\$ 402,030	\$ 515,000	\$ 515,000
Economic Development Program Administration	182,440	180,000	180,000
<b>Other Subtotal</b>	<b>\$ 584,470</b>	<b>\$ 695,000</b>	<b>\$ 695,000</b>
<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 1,541,120</b>	<b>\$ 1,806,450</b>	<b>\$ 1,805,000</b>
<b>MAJOR EVENTS</b>			
<b>Major Events</b>			
Major Events Revolving Fund	\$ —	\$ 150,000 <sup>4</sup>	\$ 150,000
<b>Major Events Subtotal</b>	<b>\$ —</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>TOTAL MAJOR EVENTS</b>	<b>\$ —</b>	<b>\$ 150,000</b>	<b>\$ 150,000</b>
<b>SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>			
<b>Safety and Maintenance of Visitor-Related Facilities</b>			
Balboa Park Centennial	\$ 150,000	\$ — <sup>4</sup>	\$ —
Discretionary Transient Occupancy Tax Support to General Fund	12,381,489	13,377,666	14,395,303
Mission Bay Park/Balboa Park Improvements	380,285	415,888	—
Convention Center	3,400,000	4,834,612	4,320,000
PETCO Park	2,500,000	4,840,000	4,200,000
QUALCOMM Stadium	5,990,952	3,782,738	3,827,118
Special Events Department	531,191	590,603	682,879 <sup>2</sup>
Transient Occupancy Tax (TOT) Payment Audit	330,241	415,000	415,000
Transient Occupancy Tax Administration and Promotional Activities	9,480,101	14,617,420	20,266,310
<b>Safety and Maintenance of Visitor-Related Facilities Subtotal</b>	<b>\$ 35,144,258</b>	<b>\$ 42,873,927</b>	<b>\$ 48,106,610</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>	<b>\$ 35,144,258</b>	<b>\$ 42,873,927</b>	<b>\$ 48,106,610</b>
<b>SUMMARY</b>			
Arts, Culture, and Community Festivals	\$ 7,306,899	\$ 7,291,683	\$ 7,375,808
Capital Improvements	16,239,063	16,016,269	15,861,598
Economic Development Programs	1,541,120	1,806,450	1,805,000
Major Events	—	150,000	150,000

# Special Promotional Programs

## Special Promotions (Cont'd)

Organization / Program	FY2011 Actual	FY2012 Budget	FY2013 Proposed
Safety and Maintenance of Visitor-Related Facilities	35,144,258	42,873,927	48,106,610
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 73,299,016</b>

<sup>1</sup>Totals represent the Proposed Budget for these funding categories in Fiscal Year 2013. Funding recommendations will be made by the Commission for Arts and Culture and presented to the City Council for approval along with a complete list of applicants.

<sup>2</sup>This table represents the entire Transient Occupancy Tax Fund, including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.

<sup>3</sup>The total represents the Proposed Budget for this funding category in Fiscal Year 2013. Funding recommendations will be made by the Small Business Advisory Board and presented to the City Council for approval along with a complete list of applicants.

<sup>4</sup>Moved from Safety and Maintenance of Visitor-Related Facilities section to Major Events section.

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

Transient Occupancy Tax Fund	FY2011 Actual	FY2012 <sup>*</sup> Budget	FY2013 Proposed
<b>BEGINNING BALANCE AND RESERVES</b>			
Balance from Prior Year	\$ 4,686,217	\$ —	\$ 10,695,139
<b>TOTAL BALANCE AND RESERVES</b>	<b>\$ 4,686,217</b>	<b>\$ —</b>	<b>\$ 10,695,139</b>
<b>REVENUE</b>			
Grant and Other Revenue <sup>1</sup>	\$ 93,936	\$ 150,000	\$ 150,000
Transient Occupancy Tax	66,146,335	67,988,329	73,149,016
<b>TOTAL REVENUE</b>	<b>\$ 66,240,271</b>	<b>\$ 68,138,329</b>	<b>\$ 73,299,016</b>
<b>TOTAL BALANCE, RESERVES, AND REVENUE</b>	<b>\$ 70,926,488</b>	<b>\$ 68,138,329</b>	<b>\$ 83,994,155</b>
<b>OPERATING EXPENSE</b>			
Operating Expense	\$ 17,812,553	\$ 23,258,870	\$ 28,920,810
Commission for Arts and Culture Department <sup>1</sup>	845,807	871,683	941,308
Special Events Department <sup>1</sup>	531,191	590,603	682,879
Transfer to Convention Center Expansion Fund	8,750,000	10,630,000	10,150,000
Transfer to General Fund - One-Cent Discretionary	12,381,489	13,377,666	14,395,303
Transfer to Major Events Revolving Fund	150,000	150,000	150,000
Transfer to Mission Bay/Balboa Park Improvement Fund	5,096,486	1,509,207	1,600,000
Transfer to PETCO Park Fund	2,500,000	4,840,000	4,200,000
Transfer to QUALCOMM Stadium Fund	8,031,814	8,580,000	8,580,000
Transfer to TOT-Convention Center Fund	3,400,000	3,405,300	3,400,000
Transfer to Trolley Extension Reserve Fund	732,000	925,000	278,716
<b>TOTAL OPERATING EXPENSE</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 73,299,016</b>
<b>TOTAL EXPENSE</b>	<b>\$ 60,231,339</b>	<b>\$ 68,138,329</b>	<b>\$ 73,299,016</b>
<b>BALANCE</b>	<b>\$ 10,695,149</b>	<b>\$ —</b>	<b>\$ 10,695,139</b>
<b>TOTAL BALANCE, RESERVES, AND EXPENSE</b>	<b>\$ 70,926,488</b>	<b>\$ 68,138,329</b>	<b>\$ 83,994,155</b>

\* At the time of publication, audited financial statements for Fiscal Year 2012 were not available. Therefore, the Fiscal Year 2012 column reflects final budget amounts from the Fiscal Year 2012 Adopted Budget. As such, current fiscal year balances and reserves are estimates of carryover from the previous fiscal year.

<sup>1</sup>This statement represents the entire Transient Occupancy Tax Fund including the Commission for Arts and Culture and Special Events Departments. See the separate department pages for the Commission for Arts and Culture and Special Events for additional details.